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September 30, 1992

TO: All Divisions with Sunoco Locations  
SUBJECT: RJR New Authorized Cigarette Program

Dear Managers:

Authorization has been received from Sunoco corporate headquarters, Mr. Vince DeLaurentis, Director of Merchandising, for the RJR Preferred Presence/TCM Program.

- o Program has been approved for all corporate locations - CID No. 1335-03-(01, 02, 03, 04) and franchise locations - CID No. 1335-02-(01, 02, 03, 04).
- o Attached is authorization letter from Sunoco corporate headquarters to all Sunoco sales managers at corporate locations and for all franchise locations.
- o Sunoco corporate locations program must be presented to local Sunoco division sales managers:

Mark Bledsoe/RJR Counterpart - Dick Amazon  
Dan Johnson/RJR Counterpart - Mike Hancz  
Walt Ward/RJR Counterpart - George Richardson  
Jeff Suozzi/RJR Counterpart - Steve Majer

- o Sunoco corporate division offices will have three options to participate in our program. Please present this and determine what program would be best suited for Sunoco and R.J. Reynolds. RJR sales managers should notify local RJR division offices of what program has been accepted by Sunoco local offices.
- o Sunoco franchise locations should be presented at store level to the individual franchise operator, following the three options approved by headquarters.

"We work for smokers."

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SIS reporting for the three options is:

Option 1

|                 |          |
|-----------------|----------|
| Pref Pr Ctr 4L3 | \$100.00 |
| Pref Pres ABC   | 85.00    |
| Extra Value EVD | 15.00    |
| TOTAL \$200.00  |          |

\* Option 2

|                 |          |
|-----------------|----------|
| Pref Pr Ctr 4L3 | \$100.00 |
| Pref Pres ABC   | 85.00    |
| Extra Value EVD | 15.00    |
| SPCO C          | 55.00    |
| TCM C           | 45.00    |
| TOTAL \$300.00  |          |

Option 3

|                 |          |
|-----------------|----------|
| Pref Pr Ctr 4L3 | \$100.00 |
| Pref Pres ABC   | 85.00    |
| Extra Value EVD | 15.00    |
| SPCO C          | 55.00    |
| TCM C           | 85.00    |
| TOTAL \$340.00  |          |

These program take effect immediately. Please utilize Dimension 4 displays that were previously sent into your division offices for implementing the Doral floor display where applicable.

Thank you for your assistance and cooperation with this program.

Warm regards,

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J.A. Morris

JAM:des  
Attachment

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